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Object : Call for offers for the External Evaluation of the English version of MAC-SSIIM training materials	

CALL FOR OFFERS

External Evaluation of the English version of MAC-SSIIM training materials

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Leonardo da Vinci
Pilot projects

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1 Context and definitions

MAC-SSIIM Project is a European project supported by the European Commission in the framework of the Leonardo da Vinci programme. MAC-SSIIM project started on the 1st December 2002 and will end on the 30th November 2005 as a contracted project supported by the Leonardo programme. Beyond that date, the MAC-SSIIM project will pursue its activities as such and is looking in setting up a legal framework (such as International non-profit organisation based in Belgium called MAC-Team).

MAC-SSIIM is an acronym which stands for **M**ulti **A**ctors **C**ooperation for **S**ustainable **S**MEs through **I**nformal **I**ntellectual property **M**anagement training.

1.1 Definitions

1.1.a Contractor for the present Evaluation

SC-Research

P.O.Box 44, Poutuntie 8

FIN-62101 Lapua

Legal Representative: Jari Kuusisto

Contact person: Juha Vänskä

T: + 358 40 830 3982 F: +358 20 124 5281

jv@mac-ssiim.com

1.1.b Contact person for the present Evaluation

ACTIF-Europe sarl

11, rue Charles Meert

1030 Bruxelles

Belgium

Contact person: Yves Boisselier

T: +32 485 800 009 F: +32 2242 8107

yb@mac-ssiim.com

1.1.c Supplier:

The supplier is the organisation who will be in charge of delivering the total process and products of the present tender. Even if the Supplier is working with sub-contractors, the MAC-SSIIM project wants one contact point only for the present call that will also be the contracting part responsible for the delivery, quality and invoicing.

In the present offer, the organisations contacted for the present call are also called "Supplier".

1.2 Call principles

1.2.a Choice process:

For equivalent proposals in terms of quality and services, the lowest price will be chosen.

Speed and quality will also be taken into consideration when it supports the dissemination impact of MAC-SSIIM project's and Leonardo's results in a cost effective way.

1.2.b Information:

All questions and information requests from the Supplier have to be made to the Contact person in § 1.1.b.

Once the offers received, the Contractor or the Contact person may ask a Supplier for more information, details or samples of previous works achieved for other clients or samples of materials.

In case a question of one Supplier rises an important complementary point of information, that information may be also send to other tendering Suppliers, but extra information will not be disseminated on a systematic basis to all Suppliers when it should be considered as minor impact or usual question to be put by professional evaluation companies.

1.2.c Language

The answer to the present call can be made in one of the following languages: English or French. English is preferred.

The work and results of the Evaluation have to be delivered in professional English language.

1.2.d Evaluation

"Evaluation" refers to the purpose and process object of the present call for offers to be conducted externally to the MAC-SSIIM direct partnership. Content and objectives of the Evaluation are defined in §2.1.

1.2.e Training Materials

"Training Materials" refers to the outputs produced by the MAC-SSIIM partnership in the framework of the MAC-SSIIM project. Training Materials are defined in §2.1.

1.3 Administrative process

- One global contract will be jointly signed by the Contractor and by the Supplier.
- All technical points will be discussed between the Contractor and the Supplier

- If necessary, orders (indicating quantities and object) will be made for each individual report or its annexes to be checked on the basis of the global framework contract. These orders will be sent either directly to the Supplier by fax or by email.
- Invoicing by the Supplier will be made at the end of the global process independently to the pace at which reports or their annexes are transferred to the Supplier for processing. The invoice should be addressed to the contractor's address (§ 1.1.a) with clear reference to present related contract.
- The offer and invoice should clearly present each cost component using the units indicated in the present call for offer. Electronic version of documents (word 2002 for Windows) should be delivered within time constraints set up by the present call for offer.

2 Content of the Call

2.1 Object of the present call of offers

2.1.a External Evaluation

- The Evaluation must be conducted by an organisation/team gathering the following expertise:
 - Intellectual Property and Intellectual Capital management (formal and informal) expertise.
 - SMEs (in terms of daily management, strategy support, accompanying services to development, constraints and strengths environment).
 - European dimension (differences, complementarities, regulations, networks).
 - Training (action-training, pedagogy, training or trainers, TNAs, validation, commercial channels, links University and Enterprise cooperation,...).
 - ICT
 - Business (Product innovation, Business Intelligence, Consultancy services, Professional networking, Regional/Business development, Editors, Marketing, ...).

The Supplier has to provide CVs as annex to the offer to illustrate above points and any point in relation with MAC-SSIIM context. Roles of each of these profiles should also be identified in the offer.
- It is an external Evaluation and therefore the team should not be directly acting in the MAC-SSIIM development.
- Availability of team during the planned period should be clearly stated in the offer.

2.1.b Training Materials for the Evaluation

Training materials do not only refer to printed or electronic products they also include the process in which they are used and delivered as well as the modularity, "packageability" and exploitation approach.

2.1.c Context of the Training Materials

- Present version of Training materials for the Evaluation is in English. For national implementation local language version will also be made available (in FI, HU, PL and PT). So the Evaluation should consider that the target groups are English speaking people or organisations.
- Target groups:
 - Final beneficiary: SMEs and employees of the SMEs
 - Consultancy and Training organisations as accompanying actors of the SMEs in their development
 - Regional Relay and Development Actors (Decision makers, Policy makers, CCI, Regional Development actors, Professional bodies, ...)
 - Universities (Engineering and Business studies).

Depending on the size and structure of an SME and its context, Training materials may be used autonomously by the SME or better by the SME + a Consultancy/training organisation.

- Training materials include:
 - 1 CD-ROM with:
 - 10 Training modules in pdf format. Each Training module includes approximately 45 pages of content. The structure of a Training module is as follow:
 - Cover page: Title+Logo MAC-SSIIM project
 - 1st internal cover page: Table of content + Authors acknowledgement + LDV logo
 - Executive summary: 1 Page
 - Content of training module ± 40 pages
 - Annexes: Learn more... + Bibliography + Glossary + List of pictures/tables/boxes.

- 10 sets of ppt slides corresponding to each of the modules. Each set includes between 15 to 20 slides
- 10 pedagogical guides corresponding to each of the modules. Each pedagogical guide includes approximately 5 to 10 pages of content.
- 5 Key Themes pedagogical guides. Each pedagogical guide includes approximately 5 to 10 pages of content.
- MAC-SSIIM project presentation (2 pages)
- MAC-SSIIM training solution presentation (2pages)
- "Where to Start" short guidelines on the complete Training solution
- 1 DVD on Company cases:
 - 12 Interviews on European SMEs from 4 countries (FI, HU, PL and PT)
 - These cases are sub-divided in different scenes
 - The DVD can be used directly to show a complete Company case or via a selection of various scenes in on Company or across several companies to illustrate training modules. References to these scenes are included in the Training modules and pedagogical guides.
- 1 DVD on the 5 Key Themes:
 - The 5 Key Themes are based on the 12 Interviews on European SMEs from 4 countries (FI, HU, PL and PT) using same and complementary parts of the interviews. The Key Themes are illustrated across several companies and are not focussed on only one company.
 - These cases are sub-divided in different scenes
 - The DVD can be used directly to show a complete Key Theme or via a selection of various scenes in on a Theme or across several Themes to illustrate training modules. References to these scenes are included in the Training modules and pedagogical guides.
- CD-ROM and DVDs can be used in complement with or completed by 2 other tools: the MAC-SSIIM web site www.mac-ssiim.com and the dedicated eLearning platform <http://v2.e-learnstation.com/elearn/mac-ssiim/>. Synergy with these two tools may be still to be finalised at the time of prototype delivery for the Evaluation. Complementarities or effective added-value may be built based on recommendations which could arise from the Evaluation on one hand, and on the other hand on business plan developments as a result of the implementation of the MAC-Team structure.

2.1.d Objectives of the Evaluation

- As time is limited due to budgetary constraints ($\pm 5,000\text{€}$), it is not assumed that the Evaluators (people involved in the Evaluation by the Supplier) will go extensively through all details/page of the Training Materials. It is up to the Supplier to judge what is needed to be read/assessed in order to correctly fulfil his/her mission.
- Evaluation results will be used for two main purposes:
 - First (quality approach), to assess quality, usability and exploitation potential of the Training materials in order to improve them and their usage context before finalisation
 - Second (justification approach), to validate results towards the Leonardo da Vinci European programme who is the financial sponsor of the MAC-SSIIM project. This second objective should not be considered by the Supplier as the key issue of the present Evaluation.

Only the Quality approach purpose is shortly described hereafter. The Supplier is free to define more precisely the indicators given hereafter and also to add any other indicator (qualitative or quantitative) as needed.

Clear methodology and list of indicators + relevance should be described in the offer.

- Quality approach purpose: impact assessment and enhancement
 - Key issues
 - Are the training modules covering all key aspects of the topic?
 - Are there any important missing aspects in the training modules and related to the topic?
 - Are there any issues dealt with in excess to the topic in the training modules?
 - Added value of video case studies (both DVDs)
 - Readability depending on target groups (Final Beneficiaries, Trainers/Consultancy, Relay Actors)
 - Of the training modules
 - Of the slides

- Of the pedagogical guides (mainly for trainers/consultants)
 - Of the videos
 - Of the leaflets
 - Of the "where to start" information
 - Of the website (if adapted at the time of the Evaluation)
 - Of the eLearning platform (if available at the time of the Evaluation)
- Clear recommendation or comments per target have to be made.
- Modularity
 - Number of modules
 - Key Themes: split, coverage
 - Flexibility and adaptability by Trainers/consultancy to final users (Beneficiaries, Relay actors and Students at universities) needs. Effectiveness of pedagogical guides + distance support (web, forum, mailing lists, ...)
 - Duration: Reading and Lecture delivery
 - ...

Clear Recommendations/Comments have to be made on how better supporting users in the exploitation of the Training materials depending on their own needs, pace and development status.
 - Dissemination
 - Delivery methods
 - Technology
 - Support, assistance, and maintenance policies/processes.
 - ...

Are the dissemination systems well implemented to fit each target group needs and capabilities? How to improve or ensure high impact depending on target groups and channels?
 - Transferability
 - To other countries
 - To other targets
 - To other sectors
 - To other topics
 - ...
 - Sustainability
 - Indication of similar tools/approaches on the market
 - Alliances and dissemination channels
 - Updatability
 - Next needs and evolutions
 - Which complementarities with other initiatives/products/services/needs
 - Business plan feelings
 - ...
 - European dimension
 - Added value of the Interviews of European SMEs to other SMEs
 - Authors/sources complementarities
 - Content added value (compared to a single national approach)
 - Added value of the expertise of the European MAC-SSIIM network
 - ...
 - Evaluation process at the community (users and potential users) level
 - What are the key indicators to measure depending on each target group to ensure high impact and sustainability? (For feedback and improvement quality process).

2.2 Documents

2.2.a Supporting documents

- The Supplier has to provide relevant CVs of the Evaluators annexed to the offer.
- The Supplier has to provide clear commitment on the availability of the Evaluators and the team leader/contact person during the Evaluation period.

- As optional, we encourage the Supplier to provide any supporting documents as example of their expertise and capability in the corresponding field of evaluation. For this present point, the support documents may be in other languages than English or French.

2.2.b Reports

- Reports have to be delivered in English.
- The Offer has to describe the main parts and structure of the Reports to be delivered.
- Structure of the Reports should be easily comparable to specifications/points asked in the call for offers/contract to make sure that every requested point has been dealt with.
- Two reports are requested. The first one as a Draft Evaluation Report (DER) and the second one as Final Evaluation Report (FER). This two steps report is to ensure quality of work and make sure that any miss-understanding or missing key points are not taking place and could limit impact of the FER.

3 Schedule

3.1.a Call for offers

- The present call for offers is launched on the 16th May 2005.
- The present call for offers is closed on the 12th June 2005 at 4pm Brussels time (delivery of all tendering elements either by normal mail or by email to info@mac-ssiim.com and at the same time at the email address of the contact person as indicated in § 1.1.b)
- First dissemination of the present call for offer is made by email to a selected list of Suppliers identified by the MAC-SSIIM partners in their own country or in Europe.
- Publication of the present call for offers is also made on MAC-SSIIM website + supported by the MAC-SSIIM mailing list.
- Possible complementary publication can be made depending of opportunities, notably via electronic tendering system.
- The present call for offers is publicly open to any Supplier capable of demonstrating relevant team and expertise.
- A confirmation email will be sent to each Supplier on reception of their Offer.
- Questions and complementary information can be provided as described in § 1.2.b.

3.1.b Selection of the Supplier

- Selection process: as indicated in § 1.2.a; It will conducted by the MAC-SSIIM management Committee. Final decision in case of equality of assessed proposals will be made by the Coordinator of MAC-SSIIM project.
- Selection of the Supplier is finalised on the 26th June at the latest and is directly informed. Suppliers are requested to be easily reachable on that date at least as contractual matters have to settled quickly.
- Contract, based on present offer and based on elements of the Offer made by the Supplier will be issued by the Contractor. Contract has to be agreed and signed by 30th June at the latest.
- Each tendering Supplier will be informed.

3.1.c Evaluation period

- Starts on the 1st July 2005 and ends on the 31st July 2005.
- As clear commitment of availability has been requested, any delay in providing quality reports could lead to some penalties if global MAC-SSIIM project schedule would suffer.

3.1.d Draft Evaluation Report (DER)

- To be delivered on 24th July 2005 4pm Brussels time by email to info@mac-ssiim.com and to email address of the MAC-SSIIM contact person as indicated on §1.1.b.
- A possible presentation meeting of this report could be asked either in face-to-face meeting or using remote facilities (web or phone conference). In the case of face-to-face meeting, this meeting will take place either at the MAC-SSIIM representative premises in the country of the Supplier or in Brussels MAC-SSIIM representative premises if the Supplier is outside official MAC-SSIIM partners' countries (B, FI, HU, PL, PT).

- Objective of this DER is to validate structure and main topics of the report (the content in itself remains to the sole responsibility of the Supplier). Based on this objective and provided that the report is sufficiently advance in terms of schedule, it would be appreciated to received it on an earlier date.

3.1.e Final Evaluation Report (FER)

- To be delivered on 30th July 2005 4pm Brussels time by email to info@mac-ssiim.com and to email address of the MAC-SSIIM contact person as indicated on §1.1.b in Microsoft office format documents and in pdf format. Three paper copies have also to be delivered the following week to the contact person as indicated on §1.1.b.
- A possible presentation meeting of this report could be asked either in face-to-face meeting or using remote facilities (web or phone conference). In the case of face-to-face meeting, this meeting will take place either at the MAC-SSIIM representative premises in the country of the Supplier or in Brussels MAC-SSIIM representative premises if the Supplier is outside official MAC-SSIIM partners' countries (B, FI, HU, PL, PT).

4 Synthesis submission table

This table has to be used as a summary table of the offer submitted by the Supplier.

Any comment/details has also to be provided in order to support that table.

An Excel model of the present table can be provided to the Supplier.

External evaluation for <i>MAC-SSIIM projects Training solution</i>						
Supplier details:	Cost in Euro without VAT (please indicate VAT rate)					
	Ref. of the Evaluator(s)	Included (1) or Optional (0)	Planned Delivery date	costs in €	Total	
					Optional	Included
Description						
Training Materials Content (TMC)	§ 2.1b and 2.1c of the tender					
1. CD-ROM						
1.1. Training Modules (TM)						
1.2. Slides						
1.3. Pedagogical guides TM						
1.4. Pedagogical guides Key Themes						
1.5. MAC-SSIIM other documents						
2. DVD Company Cases (CC)						
2.1 Interviews						
2.2 Scenes						
2.3 Complementarity with TM						
2.4. User interface						
3. DVD Key Themes						
3.1 Interviews						
3.2 Scenes						
3.3 Complementarity with TM						
3.4 Complementarity with DVD CC						
3.5. User interface						
4. MAC-SSIIM website (MSW)						
4.1 User Interface in learning process						
4.2 Complementarity with CD+DVDs						
4.3 Complementarity eLearning						
5. MAC-SSIIM eLearning (MSE)						
5.1 User Interface in learning process						
5.2 Complementarity with CD+DVDs						
5.3 Complementarity with MSW						
6. Other (to be specified)						
sub-total TMC						

External evaluation for MAC-SSIIM projects Training solution

Supplier details: Description	Cost in Euro without VAT (please indicate VAT rate)					
	Ref. of the Evaluator(s)	Included (1) or Optional (0)	Planned Delivery date	costs in €	Total	
					Optional	Included
§ 2.1d-Quality Approach						
7.1 Key Issues						
7.2 Readability vs Target groups						
7.3 Modularity						
7.4 Dissemination						
7.5 Transferability						
7.6 Sustainability						
7.7 EU Dissemination						
7.8 Feedback mechanisms						
7.9 Other (to be specified)						
sub-total QA						
§ 2.1d-Justification Approach						
8.1 Achievements						
8.2 Potential impact						
8.3 Other (to be specified)						
sub-total JA						
§2.2. Reporting						
Draft Report						
Final Report						
Presentation of results						
sub-total Reporting						
Grand total						
Comments						

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